the diet of people who have faulty eating habits. The giving of vitamins in no sense is a substitute for a faulty diet in an otherwise normal person. Vitamin B_{12} is being pumped into people by the gallons all over the country by doctors who are not aware of the fact that vitamin B_{12} is of no value whatever except in one group of rare diseases, the macrocytic anemias.

My plea is merely the restatement of a very old and sound principle: no medicine, and that includes vitamins, should be prescribed unless there is a good reason for doing so. When drug mixtures are prescribed, one should remember that one is getting into dangerous territory.

Fifty years ago there were over 300 medical schools in this country. A study was made. More than 200 of these schools were found to be poor and were forced to close. The American Medical Association did much to promote that improvement in medical education. Today, many thousands of useless drug and vitamin preparations exist, thousands being duplicates under misleading names. Doctors, patients, the proprietors of legitimate drugstores, the people generally and hospitals deplore this situation. Exploitation of the public by the existence of such a situation constitutes an important item in the high cost of medical care. Who is going to devise a remedy for the insidious disease?

[From the New York Herald Tribune, Thursday, April 14, 1960]

EX-DRUG OFFICIAL CHARGES "QUESTIONABLE" PRACTICES

WASHINGTON, April 13 (UPI).—The former medical director of a major drug firm accused the drug industry today of profiteering and other questionable practices and urged Congress to crack down with restrictive legislation.

Dr. A. Dale Console, of Princeton, N.J., told Senate investigators he saw little hope of the drug companies dropping practices he said they engaged in.

Dr. Console, medical director for Squibb Laboratories until he left to re-enter private practice, said that "unless sweeping reforms are instituted, a truly ethical (drug) house cannot survive in the present competitive wrangle."

CHARGES LISTED

In a severe indictment of the industry, Dr. Console charged before the Senate Anti-trust subcommittee:

That doctors and the public are subjected to a constant "barrage" of new drugs, some of which are worthless and others which have "a greater potential for harm than for good." He said that "since so much depends on novelty, drugs change like women's hemlines."

That more than half of the drug companies' research effort is directed toward projects that are really not worthwhile but "are pursued simply because there's profit in it."

That the industry has high-pressure sales techniques based on the maxim, "If you can't convince them, confuse them."

That most medical leaders and educators "face the problem with denial, complacency or a sense of futility" because the industry "is unique in that it can make exploitation appear a noble purpose."

The subcommittee also heard Dr. Frederic H. Meyers, of San Francisco, a University of California expert on drugs, challenge the American industry's contention that it leads the world in discovering new drugs.

"Far from leading in drug progress," Dr. Meyers said, "it appears that our industry has usually followed and often after a clear lag."

He said that much of the laboratory work by American drug firms was centered on "exploiting and marketing" foreign discoveries. Because of this, he belittled the American industry's assertion that the cost of its research justifies high drug prices in this country.

Dr. Meyers also criticized practices used in advertising new drugs. He said many drug ads were "at best incomplete and at worst dishonest."

"Some ads become so expensive that they approach 'payola'," he said.